

An Overview of MAGIX

In 1993, Jürgen Jaron and Dieter Rein, working together with Tilman Herberger and Titus Tost, formed the company MAGIX. The company's goal was to render photographs, videos and music usable for every person in an uncomplicated and entertaining manner. Under the guidance of this principle, the MAGIX Group grew into a leading international provider of multimedia products and today operates branches in Germany, the United States, the United Kingdom, France, Italy, Spain and the Netherlands.

Since 2004, the company has linked PC software with all-inclusive service packages on the Internet and offers integrated solutions to users and business partners for licensing purposes. No other manufacturer is in a position on a world-wide scale to offer a similar variety with respect to the seamless link between Internet products and PC programs on all sub-segments of the multimedia sector.

MAGIX also has one of the most advanced technologies for music recognition and recommendation and has emerged as a pioneer in the area regarding future forms of music marketing. At the same time, its "myGOYA" provides one of the most sophisticated services in web-based software applications.

The package offered by MAGIX includes products for creating, editing, managing and presenting photos, videos and music. The package extends to online*, PC and mobile* applications.

The company thereby provides anyone with suitable workaround solutions to use digital content in his or her personal communication: MAGIX – 360° multimedia.

Note: MAGIX operates in a young industry which is highlighted by an extensive use of technical terminology and jargon. For better understanding, we have therefore explained all terms marked with a "" in a detailed glossary on pages 110–111.*